



CITY OF FRISCO PURCHASING DIVISION

March 14, 2013
Addendum #2
Bid #1303-037 for Local Marketing/Advocacy Program

This Addendum does not change the opening date of March 21, 2013 @2PM CST.
This Addendum #2 replaces Addendum #1.

Clarification

There are no bonds required with this Request for Proposal.

Questions & Answers

1. How are you defining the word "concept"? Are you looking for a narrative on our proposed approach or a creative design (spec creative) of an idea from our design team?
 - a. *The City definitely wants narrative. Creative along with it would be ideal.*
2. Please provide additional information on a "rough draft of a concept." What do you feel is enough to represent a concept – an ad layout, an entire series, layouts for each aspect of the proposed campaign? How extensive or limited should the concept be? Should firms present one concept, or more than one?
 - a. *We anticipate this to be more digital in nature than an advertising campaign. If you are going to pitch an ad campaign, then we'd like to see 2 concepts. Creativity of the entire campaign to reach the market described is what we are looking for.*
3. Is there a particular budget that the program should align with?
 - a. *We do not provide a budget.*
4. Will the provided concept be used to select the actual concept the program will use? Or will it be used to determine the best firm for the program, and then the firm would provide additional concept options once selected and provided additional information?
 - a. *We anticipate that the firm with the best creative direction on how to capture the interest of locals in all there is to see/do in Frisco will win the bid. Once the firm is selected, I am sure that there will be tweaks to the creative concept based on staff feedback.*
5. Can you provide information on what types of programs the CVB has used in the past? What has been successful, and what hasn't?
 - a. *The CVB uses a wide variety of programs: mobile marketing, billboards, print, online banners, email campaigns. We have not had a local marketing effort, has primarily been out of market for tourism, or specific trade publications based on the markets that we pursue for group business. Print is hard to track but we have to be in certain*

publications. Digital has been more effective in the past from a tracking/analytics standpoint.

6. How does the CVB feel about its current campaign and branding materials, and how much of a change is the CVB looking to make in its look and feel with the new program?
 - a. *We are not looking to change our branding at all. We have current campaigns targeting the leisure market as well as group markets and those will not change. This is a new program trying to inform locals on all of the activities in Frisco.*
7. What kind of effort is made to align the CVB's branding efforts with City of Frisco and EDC?
 - a. *Again, not a branding or ad campaign update. Our branding was changed recently to be more in line with city by changing color of brand and using same font.*
8. Is the CVB looking to partner with a new firm, or is the current agency participating in the RFP as well?
 - a. *The CVB is looking for the best solution. The current agency has the opportunity to submit an RFP.*

Proposers are required to acknowledge receipt of this addendum #2 by initialing in the appropriate space on the proposal document. If there is a discrepancy between this addendum and the proposal, the addendum prevails.

Vendors who may have already submitted a proposal and feel this addendum may change their proposal, may pick up their proposal, and return it by the closing date. If picking up the proposal is not feasible, any new proposal submitted by your firm will supersede one previously submitted.

Sincerely,

Jean Stellatella, CPIM, CPPB
Buyer
City of Frisco